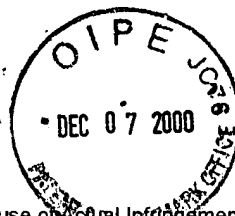


CERTIFICATE OF MAILING PURSUANT TO 37 C.F.R. §1.8



CAN-2131#  
#9  
nyw  
12-02-02

I hereby certify that this Petition to Make Special Because of Actual Infringement is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Box DAC, Washington D.C. 20231, on:

Date:

December 4, 2000

By:

Reborah G. Mier

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT: Bishop, et al. DOCKET NO.: 10655.8000

SERIAL NO.: 09/652,899 GROUP ART UNIT: 2100 **RECEIVED**

FILING DATE: August 31, 2000 EXAMINERS: TBA **DEC 18 2000**

TITLE: METHODS AND APPARATUS  
FOR CONDUCTING ELECTRONIC  
TRANSACTIONS **Technology Center 2100**

**PETITION TO MAKE SPECIAL BECAUSE OF ACTUAL INFRINGEMENT**  
**(37 C.F.R. §1.102 and MPEP § 708.02)**

Assistant Commissioner of Patents  
Box DAC  
Washington, D.C. 20231

**RECEIVED**

**JAN 03 2001**

**Technology Center 2100**

Dear Assistant Commissioner:

Applicant hereby petitions to make this application special because of actual infringement.

**1. Accompanying Material**

Accompanying this petition is:

(a) A Declaration of Facts in Support of Petition to Make Special Because of Actual Infringement;

and

(b) Declaration by Attorney in Support of Petition to Make Special Because of Actual Infringement.

**2. Fee**

The fee required is to be paid by:

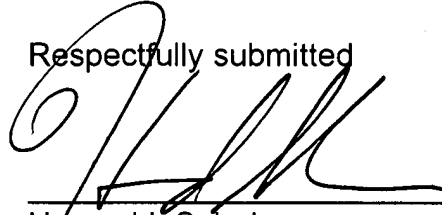
12/04/2000 07:10:11 00000000 00000000

Sobelmh\PHX\925035.1 130.00 00

☒ the attached check no. 282926 for \$130.00

☐ charging Account No. \_\_\_\_\_ the sum of \$130.00. A duplicate of this petition is attached.

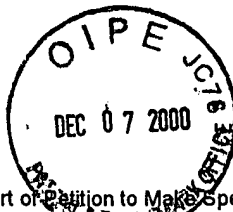
Respectfully submitted

  
\_\_\_\_\_  
Howard I. Sobelman  
Reg. No. 39,038

Dated: 12/4/00

**Snell & Wilmer L.L.P.**  
One Arizona Center  
400 East Van Buren  
Phoenix, AZ 85004-2202  
(602) 382-6228  
Fax (602) 382-6070

CERTIFICATE OF MAILING PURSUANT TO 37 C.F.R. §1.8



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Date:

December 4, 2000

By

Deborah A. Min

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:	Bishop, et al.	DOCKET NO.:	10655.8000
SERIAL NO.:	09/652,899	GROUP ART UNIT:	2131
FILING DATE:	August 31, 2000	EXAMINERS:	TBA
TITLE:	METHODS AND APPARATUS FOR CONDUCTING ELECTRONIC TRANSACTIONS		

RECEIVED  
JAN 03 2001  
Technology Center 2100

**DECLARATION BY ATTORNEY IN SUPPORT OF PETITION TO  
MAKE SPECIAL BECAUSE OF ACTUAL INFRINGEMENT (MPEP § 708.02)**

Assistant Commissioner of Patents  
Box DAC  
Washington, D.C. 20231

RECEIVED  
DEC 18 2000  
Technology Center 2100

STATE OF ARIZONA            )  
  ) ss.  
County of Maricopa         )

I, Howard I. Sobelman, Reg. No. 39,038, of Snell & Wilmer L.L.P., One Arizona Center, 400 E. Van Buren, Phoenix, Arizona 85004-0001, (602) 382-6228, am the attorney for the Applicant in this case and make the following declarations:

1. I have made a rigid comparison of the alleged infringing product, referred to in the accompanying declaration of Elliott Glazer including the attached press release and web site pages, with the claims of this application and some of the claims of the above-mentioned application are unquestionably infringed.

2. One of the features of the present unique system is a digital wallet which includes a server and a toolbar. That in my opinion, *inter alia*, Claim 30 on file in this

application would be infringed. Namely, the press release states, *inter alia*, that the Citibank product (which appears to use the Obongo technology) allegedly includes a "downloadable toolbar that will make it easier and faster to surf and shop the Internet by providing single-click login, registration, form filling, searching and comparison shopping. It also allows the user to filter or forward e-mail. The toolbar, powered by Obongo, is server-based . . . ,", which is substantially similar to the disclosure in the above-mentioned patent application and which is covered by claim 30. More particularly, claim 30 states:

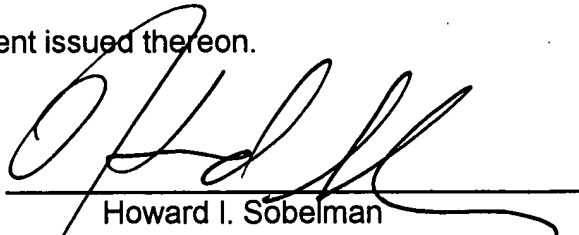
30. A digital wallet comprising:
- a. at least one server; and
  - b. a toolbar.

3. I have conducted a careful and thorough search of the prior art, including all of the references submitted in the Information Disclosure Statement for the above-mentioned application.

4. I declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application of or any patent issued thereon.

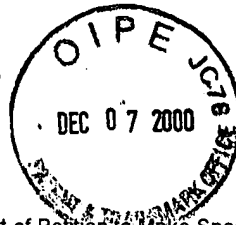
Date: \_\_\_\_\_

12/4/00

  
Howard I. Sobelman  
Reg. No. 39,038

**Snell & Wilmer L.L.P.**  
One Arizona Center  
400 East Van Buren  
Phoenix, AZ 85004-0001  
(602) 382-6228

CERTIFICATE OF MAILING PURSUANT TO 37 C.F.R. §1.8



I hereby certify that this Declaration of Facts in Support of Petition to Make Special Because of Actual Infringement is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Box DAC, Washington D.C. 20231, on:

Date:

December 4, 2000

By:

Wendell O. Moore

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**PATENT**

APPLICANT: Bishop, et al. DOCKET NO.: 10655.8000  
SERIAL NO.: 09/652,899 GROUP ART UNIT: 2131  
FILING DATE: August 31, 2000 EXAMINERS: TBA  
TITLE: METHODS AND APPARATUS  
FOR CONDUCTING ELECTRONIC  
TRANSACTIONS

**DECLARATION OF FACTS IN SUPPORT OF PETITION TO MAKE SPECIAL  
BECAUSE OF ACTUAL INFRINGEMENT (MPEP § 708.02)**

Assistant Commissioner of Patents  
Box DAC  
Washington, D.C. 20231

**RECEIVED**

JAN 03 2001

Technology Center 2100

STATE OF ARIZONA )  
 ) ss.  
County of Maricopa )

I, Elliott Glazer, being first duly sworn upon his oath deposes and states:

1. I am one of the inventors in above-identified patent application and I am knowledgeable in the filed of electronic transactions and digital wallets.

2. There is an actual infringement of this patent application. The patent application discloses a method and apparatus for conducting electronic transactions, including authenticating and conducting business over the Internet. One of the features of the unique system is a digital wallet which includes a server and a toolbar.

On or about August, 2000, I learned that a product substantially identical to my method and apparatus for conducting electronic transactions using a digital wallet toolbar was being offered by Citibank and Obongo. Citibank's and Obongo's offering of a substantially similar method and apparatus for conducting electronic transactions using a digital wallet toolbar has been confirmed by a press release and web site disclosures which advertise the product (see enclosure). The press release explains that the Citibank product (which appears to use the Obongo technology) allegedly includes a "downloadable toolbar that will make it easier and faster to surf and shop the Internet by providing single-click login, registration, form filling, searching and comparison shopping. It also allows the user to filter or forward e-mail. The toolbar, powered by Obongo, is server-based . . . , " which is substantially similar to the disclosure in the above-mentioned patent application and is covered by the claims of the above-mentioned patent application.

3. The product which I allege infringes this invention was first discovered to exist on around August, 2000.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application of or any patent issued thereon.

  
Elliott Glazer

29 Nov 2000

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## Citibank News

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FOR IMMEDIATE RELEASE  
August 22, 2000

### **Citibank Taps Obongo to Provide "Single-Click" E-Commerce Experience**

**First Financial Services Company to Offer Faster, Easier Service  
through Obongo's Innovative Personalized Toolbar**

New York, NY — Citibank today introduced a new, free downloadable toolbar that will make it easier and faster to surf and shop the Internet by providing single-click login, registration, form filling, searching and comparison shopping. It also allows the user to filter or forward e-mail. The toolbar, powered by Obongo, is server-based so, unlike passwords and favorite sites stored on a local PC, a user of the Citibank Toolbar can access his or her personal toolbar from any computer with Internet access. It is designed to be extremely secure, using multi-layer encryption to keep a Web surfer's information protected.

"The Internet is a tremendous resource for consumers," said Steven J. Freiberg, President and CEO of Citi Cards in North America, "but it needs to be more consumer friendly for them to take full advantage of it. They want to be able to conduct their online shopping and other activities in a fast, easy, and secure manner and the new Citibank Toolbar provides a tool to do just that. It's an innovative step closer to maximizing the potential of the Internet."

This is the latest in a series of recent announcements which demonstrates Citigroup's commitment to providing a comprehensive suite of online consumer financial products and services, accessible anywhere, on any device, at any time, in a secure and private manner, as well as Citigroup's intent to become a major player in facilitating on-line consumer payments.

After taking less than a minute to download, the Citibank Toolbar appears at the bottom of the user's Web browser. The toolbar then allows the user unprecedented control over his or her Internet experience, including the ability to access the toolbar from anywhere there is an Internet connection. Additionally, the toolbar can reflect personal preferences and priorities through a variety of set-up options that allow for "customization", including:



- single-click login and access to your favorite sites
- single-click form filling and registration (includes profile with shipping and billing information)
- comparison shopping for product prices across thousands of merchants
- consumer reviews of the most popular products
- ratings of the most popular merchants
- optional advisories on sites' privacy policies
- e-mail management that allows the user to filter and forward messages
- tools for getting stock quotes, searching the Web, retailers, as well as other traditional search engines

The Citibank Toolbar will also include special functions to allow easy access to Citigroup and Citibank financial products and services.

"We are delighted that the largest financial services company in the world has chosen our technology to enhance their customers' e-commerce experience," said John Hunt, CEO of Obongo Inc. "We expect scores of other financial institutions to follow Citibank's lead in providing millions of customers with Obongo's platform and thus an unsurpassed ability to get what they want quickly and easily at the best possible price".

A recent report by Forrester Research on e-commerce predicts that U.S. online sales will jump from \$490 billion in 1999 to \$3.2 trillion by 2004. "Consumers are migrating to the Internet, and we've been there to serve them with the latest advances in technology," added Antony Jenkins, chief operating officer, Citigroup's Internet payment services. "It has always been important to us to provide our customers privacy, safety and value when shopping online. Our new Citibank Toolbar takes this promise one step further by providing faster and easier access - not only as it relates to shopping - but to other online products and services as well."

Consumers can download the free Citibank Toolbar by visiting [www.citibanktoolbar.com](http://www.citibanktoolbar.com). It supports Netscape 4.06+, Internet Explorer 4.0+ and AOL 4.0 and 5.0.

###

Citibank is a member of Citigroup, a premier financial services company providing some 100 million consumers, corporations, governments and institutions in 100 countries with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, insurance, securities brokerage and asset management. The 1998 merger of Citicorp and Travelers Group brought together such brand names as Citibank, Travelers, Salomon Smith Barney, CitiFinancial, and Primerica under Citigroup's trademark red umbrella. Additional information may be found at [www.citigroup.com](http://www.citigroup.com).

Obongo, Inc. is a pre-IPO company headquartered in Redwood City, California (Silicon Valley) with offices in New York, London and Bombay. Since launching its first product, the Obongo bar for the PC in March 2000, Obongo Inc. has already created a global presence with a fast-growing customer base in 161 countries. The Obongo bar recently received ZDNet's highest five-star rating. Future versions of the product will provide the current features, and others from cell phones, PDAs and other Internet access devices. Obongo's technology team comes from Microsoft, Symantec, WebEx, LSI Logic, Sun and Oracle, while the commercial team comes from PWC, CSFB, Procter & Gamble, Palm, Monitor and

McKinsey. The company operates an ASP (application service provider). It provides a turnkey hosted service to partners such as financial and telecom companies to strengthen their relationships with their customers by providing them with Obongo services under their own brand. Additional information is available at [www.obongo.com](http://www.obongo.com).

Contacts:  
Susan Weeks, Citibank  
718-248-7580

Taulene Ayoub, Obongo  
Carl Byoir, Obongo  
323-966-5765



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## Citibank® Toolbar

With the Citibank Toolbar you'll enjoy instant access to your favorite sites. Your personalized toolbar will remember your passwords, fill out online forms, conduct searches, view stock quotes and compare prices with just one click!

### New Users

Got 60 seconds? Download your free toolbar now.

### Current Users

Already registered for the Citibank Toolbar? Add your toolbar to this computer using your existing user name and password.

### Try the Demo

### Recommended Software and Hardware



**Makes your Web experience fast, easy and secure!**

Need help? call 800-347-4934 for technical support.

\*At point of download, see terms and conditions governing use of software.



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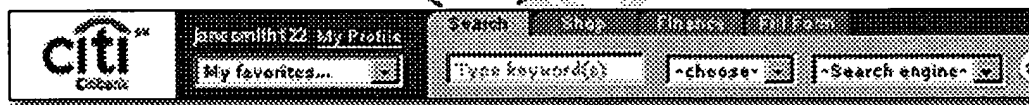
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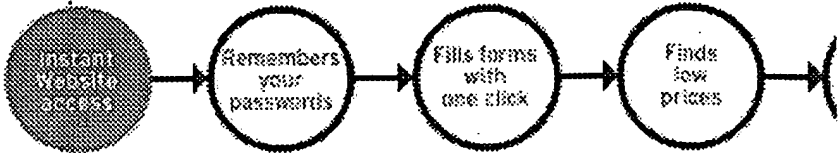
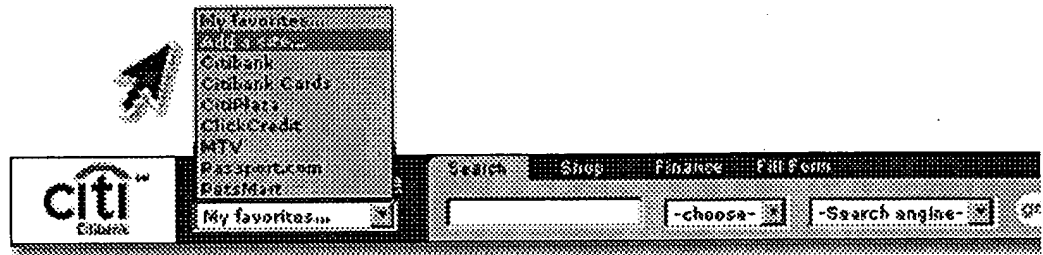
Take the Tour!

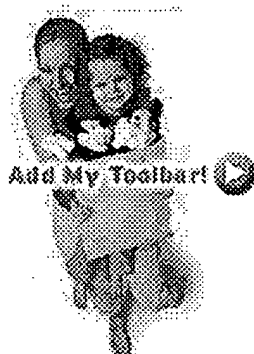
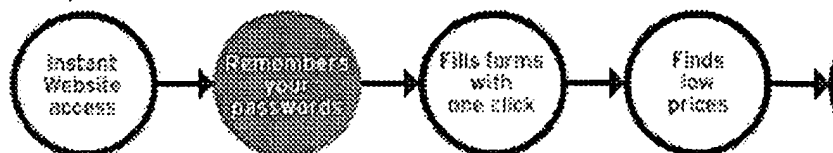
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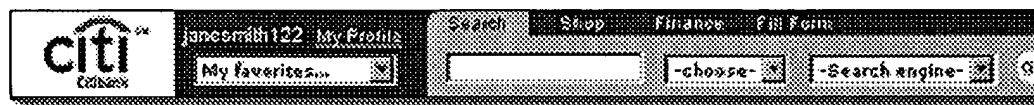
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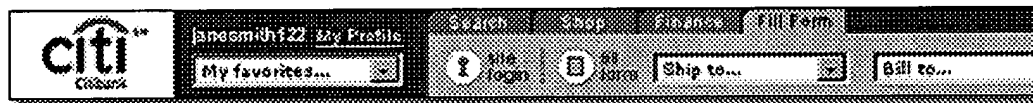
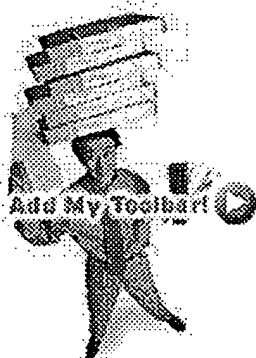
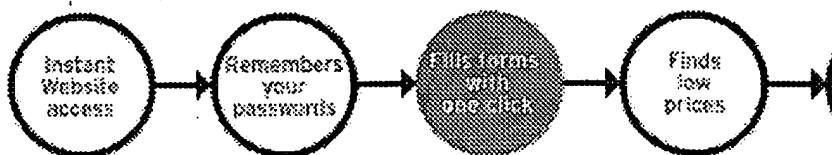
Automatic login at your favorite sites and  
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Fill out Web forms with **just one click.**


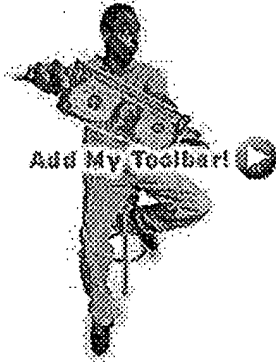
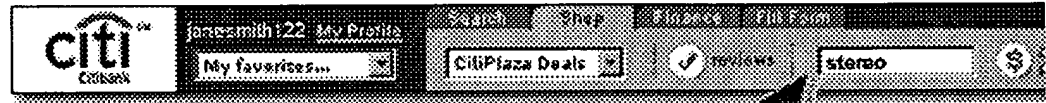
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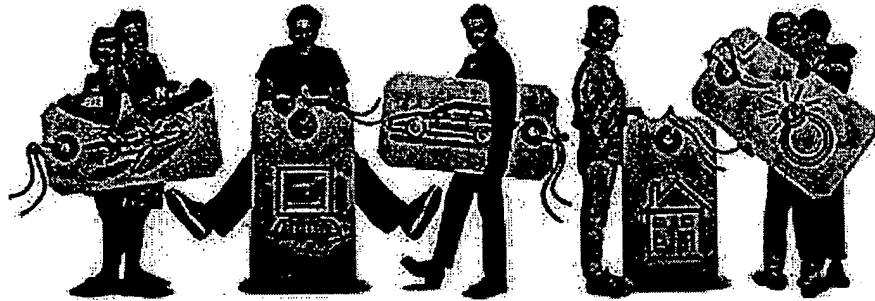
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search

explore

sign up

The obongo bar  
provides instant  
access to your  
favorite sites,  
remembers your  
passwords, fills forms,  
conducts searches  
and finds the best  
prices with one click.

**current users****partners**

**Add your obongo bar**

**Build loyalty with a co-brand**

**to this computer!**

**bar for your users!**

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## what's new



**Maximum Security**  
(Our Policy)

### **instant password saver: a faster way to get st**

Your obongo bar will offer to remember your username and password while you surf, and add them to your "My favorites..." list for login!

### **price comparison: best prices on the fly**

Your obongo bar searches over 300 on-line stores to find you the best prices, including shipping and taxes, for over a million products on the Web. With one click you get on-the-fly price comparison while you shop.

### **instant registration: the easiest way to explore**

Your obongo bar can sign you up instantly with 200 of the most popular Web sites. Get ready to explore new sites with just one click.

### **email filtering: control your inbox**

When you sign-up for a site using our 'Instant Registration' feature, you can filter emails sent by that site. You can also forward emails sent to your obongo email address (username@obongo.com) to your email accounts.

Now more than ever obongo can eliminate obstacles which slow you down on the Web. These new features, plus our core set of services, are designed to make the most of your time: one click login; one click searches; one click form filling; Privacy Alert; Product Reviews; Merchant Reviews; Stock Quotes.

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## Frequently Asked Questions

### Overview

[What is obongo?](#)  
[Do I have to download anything to use obongo?](#)  
[Do I have to pay to use obongo?](#)  
[How do I sign-up?](#)  
[What type of information can I save?](#)  
[Will obongo interfere with my daily Web activities?](#)  
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### Security

[Is my information safe with obongo?](#)  
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### Features

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[What types of Web forms can obongo fill out with one click?](#)  
[How does obongo log me in to my favorite sites with one click?](#)  
[How does obongo's 'Instant Registration' feature make it easy to sign-up with popular Web sites?](#)  
[How does obongo find me the lowest prices on the Web?](#)  
[How can I use obongo to filter email from sites?](#)

### Technical Questions

[What are the system requirements for using obongo?](#)  
[Which browsers can I use obongo on?](#)  
[As an America Online \(AOL\) user, can I use obongo?](#)  
[Why does Netscape keep asking me to give my permission to use obongo, and why does it say "high risk"?](#)

---

## What is obongo?

obongo is a free personal Web toolbar that makes your Web experience easy, fast, and secure.

Some of obongo's core benefits include:

- One Click Login - automatically

remembers usernames and passwords for immediate access to favorite sites.

- Instant Form Filling - fills out credit card and shipping details with one click.
- Smarter Shopping - finds the best prices plus instant product and merchant reviews.
- Quick and Easy Searches - search engines, stock quotes, shops and auctions all in one place.
- Email Management - filters and forwards emails from Web sites.
- Privacy Control - alerts users to Web sites that have questionable policies.

We protect your information in high security data servers that are equipped with industry leading Internet security and data encryption software and hardware. We are constantly improving our service to make your Web experience the best possible. Let us know how we can improve our service.

### **Do I have to download anything to use obongo?**

Yes, you will need to download a small file from this site which takes less than 1 minute on a 56K modem. The download will automatically install your obongo bar on your default Web browser.

You can access your obongo bar anywhere you'd like, and from any computer. Simply download the obongo bar on the computer you want to use and then login as usual. Because your information is securely stored on our servers, you can always access the information you have saved with us.

### **Do I have to pay to use obongo?**

No, the obongo service is completely FREE!

### **How do I sign-up?**

To sign-up, click the 'Get obongo' button on our home page and complete the registration form. Once you've completed the registration form, the obongo bar will automatically download. We highly recommend that you follow the instructions provided to learn how to use your obongo bar.

### **What type of information can I save?**

You can store a wealth of information within the obongo bar including the usernames and passwords to your favorite websites, personal information, credit card information, contact information for your friends and family, and much more.

When you store information with us, you can be assured that all your data is protected in high security data servers that are equipped with industry leading Internet security and data encryption software and hardware.

We will never release your personal information without your consent. Read our [Privacy Policy](#).

### **Will obongo interfere with my daily Web activities?**

No, obongo will not interfere with your daily Web activities in any way. obongo simply sits at the bottom of your browser, ready to use whenever you need to fill out a web form, login to your favorite sites, find the lowest prices on the web, search, and more.

### **How do I contact Obongo, Inc.?**

We are committed to providing you the best possible customer service and support. [Click here to tell us what you think](#). For a listing of our office locations, please visit our [contact page](#).

### **Is my information safe with obongo?**

Absolutely, we use industry leading Internet security software and hardware to protect your information against loss, misuse, and any unauthorized alteration. We will never release your personal information without your consent.

[Click here to learn more about our security measures](#).

### **What is SSL?**

SSL stands for Secure Sockets Layer. We use SSL to create a protected connection between you and our servers.

### **Where can I use ob ng ?**

The obongo service can be used on various Web forms at hundreds of popular Web sites. [Click here](#) to see a current listing of sites we support

for form filling and site login. Sites are added to this list on a regular basis, so check back often to see where you can take advantage of our services.

**What types of Web forms can obongo fill out with one click?**

We can fill in various Web forms at hundreds of popular Web sites with one click. You can use our form filling feature on shopping forms, registration forms, login forms, and more.

**How does obongo log me in to my favorite sites with one click?**

When you use our one click login feature, we take you to your site and log you in automatically.

**How does obongo's 'Instant Registration' feature make it easy to sign-up with popular Web sites?**

Don't let lengthy registration forms keep you from trying the Web's most popular sites. Our 'Instant Registration' feature can sign you up instantly with the Web's most popular sites.

**How does obongo find me the lowest prices on the Web?**

Your obongo bar includes a shopping comparison feature that saves you time and money when you shop online. You can compare prices on millions of products sold at over 300 online stores. We offer comparisons on computer hardware and software, electronics, books, movies, music, and games.

**How can I use obongo to filter email from sites?**

When you sign-up for the obongo service, we will create an obongo email address for you (obongousername@obongo.com). You can filter email you receive from sites you registered with using our 'Instant Registration' feature. This email address lets you decide from which sites you want to receive email. You can also forward email sent to your obongo email address to your personal email account(s).

**What are the system requirements for using obongo?**



Currently, we support the following operating systems:

- Windows 95
- Windows 98
- Windows 2000
- Windows NT 4.0

We are working to support additional platforms. [Click here](#) to suggest a platform for support.

### **Which browsers can I use obongo on?**

Currently, we support the following browsers:

- Netscape 4.06 or higher
- Internet Explorer 4.0 or higher
- AOL (America Online) 4.0 or higher.

To ensure your obongo bar works properly, you must have Java and JavaScript capabilities enabled on your browser.

### **As an America Online (AOL) user, can I use obongo?**

Yes, if you use AOL 4.0 or higher, you can use the obongo service. The obongo bar will appear as a separate window that sits on top of your AOL and Web browser windows.

To use our services, you must first have a Web browser window open. If you don't have one open, choose 'Internet' on your AOL toolbar at the top of the screen and click on "Go to the web." This process will open a browser window.

### **Why does Netscape keep asking me to give my permission to use obongo, and why does it say "high risk"?**

This message is a security feature in Netscape. Netscape labels products that use advanced JavaScript as 'high risk.' Granting permission to obongo will not affect your computer in any way, nor will it alter your Web browser in a harmful way.

We use JavaScript to bring you our unique services. In order for the obongo bar to work properly, you need to grant obongo the requested permission. To prevent the message box from appearing more than once, you should check the box labeled 'Remember this decision'.

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## About the obongo Service

obongo is a free service for Web users that saves time by eliminating obstacles that slow them down on the Web. Our service combines proprietary technologies with some of the best 3rd party tools available.

obongo is a network-based service enabling users to access their information and our robust set of personalized tools from any computer. Consumers find that the obongo service makes the Web "the way it should be" -- easy, fast and secure.

Some of obongo's core benefits include:

- One Click Login - automatically remembers usernames and passwords for immediate access to favorite sites.
- Instant Form Filling - fills out credit card and shipping details with one click.
- Smarter Shopping - finds the best prices plus instant product and merchant reviews.
- Quick and Easy Searches - search engines, stock quotes, shops and auctions all in one place.
- Email Management - filters and forwards emails from Web sites.
- Privacy Control - alerts users to Web sites that have questionable policies.

## Benefits of a Business Partnership with Obongo, Inc.

For our partners, we act as an Application Service Provider (ASP). We provide partners the obongo service under their own brand. We can build a partner-specific bar with minimal engineering resources or integration effort required from partners. Companies who offer the customized obongo service to their users, enhance user loyalty, increase repeat usage, and better monetize their users.

## Company Overview

Obongo, Inc. was founded in March 1999 with the commitment to eliminate obstacles users face on the Web. We launched our first product in February 2000. Since then, we have quickly gained a significant customer base with users in over 30 countries. The company's Silicon Valley headquarters are in Redwood City, California and we also have offices in New York, London, and Bombay.

Obongo, Inc. is privately held with financial backing from Sequoia Capital, Merrill Lynch, Atlas Ventures, and VeriSign. We are constantly seeking the brightest talents to

**VeriSign. We are constantly seeking the brightest talents to join our team. Please see our Jobs section for more details.**

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## News: the ob ng beat

### CNET Television:

"The obongo companion strives to make your online experience easier by saving passwords and billing info for you..."



### Forbes: VC Report: Zeroing in on Infrastructure Start-Ups

"eliminates repetitive tasks ... and puts consumers in control"



### AdWeek: obongo's New Assistant Can Streamline Web Use

"... designed to provide a consistent interface ... and expedite tasks"



### TechWeek: obongo Tames Online Forms

"certain features set obongo apart"



### Fortune: Born to be Bought

"Choice morsel"



### Advertising Age International: obongo Reduces Hassle

"eliminate the tedious process of repeatedly registering for different ... services"



### Real Business: Top 30 Internet Start-Ups

"brave pioneers to tackle the market head-on"



### IndZine: Success Everyday!

"makes Internet shopping easier"



### Precision Marketing: LineOne/obongo deal up a Companion Offer

"speeding transactions for consumers ..."

## Quotes

"Very cool idea indeed. obongo makes trust practical, convenient even. And it offers benefits to everybody on the Net: surfers, sellers and sites."

John Browning (European Editor, Wired)

"The obongo team has used its extensive experience to bring easy control of online privacy to the mass market."

**Adrian Friend (European Director, TRUSTe)**

"A site owner's prayers answered - obongo introduces new quality users to the site and keeps them coming back."  
Jed Simmons (Former MD International - Excite.  
Now Botts & Company - Private Equity/Venture Capital firm)

"If you are worried about the safety of your online information, rest easy - obongo provides control to users and helps sites at the same time."  
David Smilow (Chairman, Telebank)

"obongo is that rare combination of a coherent business model with a strong management team and a service that meets the real, unfulfilled needs of both individual web users and web site owners."  
Stephen J. Bachmann (Managing Director, Broadview)

[Recent press releases from obongo](#)

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## Press Releases

08/22/2000 - [Citibank Taps Obongo, Inc. to Provide "Single-Click" E-Commerce Experience](#)

07/17/2000 - [Luke Skywalker \(Mark Hamill\) Hosts Special Report](#)

06/12/2000 - [Obongo, Inc.'s Latest Version Speeds into the Future of the Internet](#)

05/23/2000 - [Obongo, Inc. Teams with PhoenixNet to Make New PC Users Faster and Smarter](#)

03/13/2000 - [Obongo, Inc. Launches with ZDNet to "Turbo-Charge" the Web .](#)

01/18/2000 - [Obongo, Inc. Raises \\$20M in Second Round Financing -- Atlas Venture, Merrill Lynch, Sequoia Capital and VeriSign are Key Investors](#)

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## Press Releases

### Obongo, Inc. Launches with ZDNet to "Turbo-Charge" the Web

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*Leading Technology Site to Offer its own "ZDNet obongo bar," a Free, Time-Saving Personalized Web Interface*

Scottsdale, AZ (March 13, 2000) -- ZDNet (NYSE: ZDZ), the leading Web destination for people who want to buy, use, and learn about technology, and Obongo, Inc. today announced an agreement to offer a co-branded version of the obongo bar - a free service that radically speeds up the user's Web experience from any device with Internet access.

ZDNet visitors can now install a ZDNet obongo bar in less than 20 seconds and personalize it to allow one-click access to their favorite sites. The ZDNet obongo bar significantly increasing the speed and efficiency of Web navigation by eliminating the need to manually log-in to sites or to remember user names and passwords. The ZDNet obongo bar lets users enter new sites with just one-click and instantly fills Web forms with one click, making e-commerce transactions easier and more efficient. Unlike e-wallets, the ZDNet obongo bar is designed to speed up the user's experience on the Web. In addition to one-click access to sites and form filling, the bar brings together powerful search tools enabling users to type in a query once to search through the most popular search engines, stock quotes and price comparisons with one click.

Another speed-enhancing feature of the ZDNet obongo bar is the ability to limit or eliminate commercial e-mail, commonly known as "spam" mail. Users can decide the sites from which they want to receive mail and obongo will forward it to any mail box they choose.

By streamlining tedious tasks from gaining access to sites, filling forms, getting information, and controlling email, the ZDNet obongo bar harnesses the convenience of the Web and makes it more enjoyable and convenient for visitors to conduct business and increase personal productivity.

The ZDNet obongo bar debuts with standard functionality, and in the coming months, will incorporate customized ZDNet features such as access to ZDNet's Company Finder to find information about technology companies, ZDNet's Product Finder to find information about specific products,



and ZDNet Auctions to place bids on items. Other incremental search functionalities for games, MP3s and other ZDNet content are also planned.

"ZDNet visitors spend more minutes and days per month\* on ZDNet than users spend on other technology content properties\*\* due to our enormous depth and breadth of content and services. The ZDNet obongo bar, our newest service, is a time-saving convenience on all registration-based Web sites, and will be appreciated by the more than 3.5 million registered visitors who subscribe to our specific services including MyZDNet, and the more than 40 email newsletters we now offer."

"This partnership is terrific validation for obongo," said John Hunt, Obongo Inc.'s CEO. "We are very proud to have ZDNet showcase our technology. It's the perfect place to offer the obongo bar because visitors to ZDNet are Web-savvy early adopters. These people have better things to do with their time than trying to remember and re-type countless aspects of their personal profiles. We're very excited about the future feature set of the ZDNet obongo bar which will be customized specifically for these busy people."

#### **About Obongo, Inc.**

Obongo, Inc. is headquartered in Redwood City, California just north of Silicon Valley and south of San Francisco. With offices in New York and London the company is already actively engaged in creating a global presence and has a customer base, which includes users in over 30 countries. The current principal product offering is the obongo bar, which is available for free at: [www.obongo.com](http://www.obongo.com)

Obongo, Inc. is backed by Sequoia Capital, Atlas Venture, Merrill Lynch and Verisign. Sequoia, were the original backers of Apple Computer [NASDAQ: AAPL], Oracle [NASDAQ: ORCL], Cisco Systems [NASDAQ: CSCO], Yahoo! [NASDAQ: YHOO], MP3 [NASDAQ: MPPP], WebVan [NASDAQ: WBVN], LSI Logic [NASDAQ: LSI], Linear Technology [NASDAQ: LLTC] and Scient [NASDAQ: SCNT].

In addition to the recent announcement of \$20 million in second-round financing, Obongo, Inc. is the recipient of numerous honors. The company was selected as one of 20 'Hot Technology' companies at the Red Herring NDA conference, and as a finalist in the Global Information Infrastructure (GII) Awards.

Obongo, Inc. uses high-powered servers from Sun Microsystems (NASDAQ: SUNW) and databases from Oracle (NASDAQ: ORCL). In addition, Obongo, Inc. uses a state-of-the-art customer response system from Kana Communications (NASDAQ: KANA).

## **About ZDNet**

Based in San Francisco, ZDNet operates the leading Web destination ([www.zdnet.com](http://www.zdnet.com)) for people who want to buy, use and learn about technology. ZDNet offers an enormous depth and breadth of original, fresh content that it serves to a growing audience ranging from IT professionals, to families, to gamers. Winner of the Computer Press Awards' Best Overall Online Site, ZDNet Sites consistently ranks among the Top 20 Web properties according to Media Metrix's at home/at work study. ZDNet has ranked as the #1 Web site in the News/Information/Entertainment Work audience for 23 out of the last 26 months. ZDNet's content is available worldwide through 29 sites in 19 countries outside of the United States.

###

\*Source: Media Metrix Digital Media Audience Ratings Report, January 2000.

\*\*Technology content properties as defined by ZDNet Includes ZDNet, CNET, IDGNet and CMPNet.

This release contains forward-looking statements that are subject to risks and uncertainties. Although Ziff-Davis Inc. believes that the expectations reflected in its forward-looking statements are reasonable, actual results could differ materially from those expectations. Important cautionary statements and risk factors that would affect actual results are discussed in materials filed by Ziff-Davis Inc. with the Securities and Exchange Commission, including under the caption "Risk Factors" in the Ziff-Davis Inc. Proxy Statement dated February 7, 2000. Holders of ZD Group Stock and ZDNet Stock are common stockholders of Ziff-Davis Inc. and are subject to the risks associated with an investment in Ziff-Davis Inc. and all of its businesses, assets and liabilities.

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## Press Releases

### Obongo, Inc. Teams with PhoenixNet to Make New PC Users Faster and Smarter

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*Leader in System-Enabling Software for PCs Offers 'the obongo bar' as a Featured Download for New PCs*

SAN JOSE, Calif., (BUSINESS WIRE-May 23, 2000)-- Obongo Inc., creator of personalized companion toolbars for Web users, today announced that it has partnered with Phoenix Technologies(TM), the global leader in system-enabling software solutions for PCs and connected digital devices, to make the obongo bar available to PhoenixNet users.

One of the main features of the obongo bar is that it eliminates the need to manually fill in forms each time a user visits a site, thus making it even easier for new users to enjoy the Internet.

PhoenixNet, a free Internet-based service for users of nonbranded "white box" PCs, provides ongoing customized services to individuals worldwide, enhancing the capabilities of a PC over its lifetime.

The patented Internet Launch System(TM)(ILS), built into the BIOS software on PhoenixNet-enabled motherboards, is activated at the user's option the first time the PC is powered on. When PhoenixNet-enabled computers connect to the Internet, the user has access to the latest services available from Phoenix and its partners via the PhoenixNet server.

Now, new PC buyers that sign up for PhoenixNet services will be able to set up their own obongo bar in less than 20 seconds and personalize it to allow one-click access to their favorite sites. The obongo bar saves time by eliminating the need to manually log on to sites or to remember user names and passwords, and by filling out Web forms with one click, making e-commerce transactions easier and more efficient.

The latest version of the obongo bar further empowers Web shoppers by giving them one-click price comparisons while they shop anywhere on the Web (no need to go to a shopping portal for the best deals). Unlike e-wallets, the obongo bar is designed to speed up the user's entire experience on the Web. Shopping online is just the beginning.

In addition to one-click access to sites and form-filling, the bar brings together stock quotes plus powerful search tools enabling users to type in a query just once to search through the most popular search engines, all with one click.

Another speed-enhancing feature of the obongo bar is the ability to limit or eliminate commercial e-mail, commonly known as ``spam." Users can decide the sites from which they want to receive mail, and obongo will forward it to any mailbox they choose.

"Making the obongo bar an available feature is a natural for us, given our goal of empowering individuals worldwide to maximize the potential of their personal computers," said Chip Gierhart, senior vice president and general manager of PhoenixNet, the company's Internet Division.

"We help PC users by providing them with the very best-in-class Internet utilities and services that are easy to install and download. The obongo bar hits the bull's-eye for us: it makes our customers' online experience easier and more convenient," Gierhart said.

"We are delighted to offer obongo through PhoenixNet, and look forward to serving millions of PhoenixNet users for years to come," said John Hunt, CEO of Obongo. "The obongo bar is different from other 'companion' products on the Web because it combines our own proprietary tools with the best third-party tools in one portable solution.

"Additionally, because obongo is network-based, PhoenixNet customers will always have the latest tools and services at their disposal, as obongo will automatically update their personal toolbars for them."

#### **About Obongo Inc.**

With headquarters in Redwood City, Calif., and offices in New York and London, Obongo is already creating a global presence, and has a fast-growing customer base in more than 30 countries. The obongo bar recently received ZDNet's highest five-star rating and is available for free at [www.obongo.com](http://www.obongo.com).

Obongo is backed by Sequola Capital, Atlas Venture, Merrill Lynch and Verisign. Sequola were the original backers of Apple Computer (Nasdaq:AAPL - news), Oracle (Nasdaq:ORCL - news), Cisco Systems (Nasdaq:CSCO - news), Yahoo! (Nasdaq:YHOO - news), MP3 (Nasdaq:MPPP - news), WebVan (Nasdaq:WBVN - news), LSI Logic (Nasdaq:LSI - news), Linear Technology (Nasdaq:LLTC - news) and Scient (Nasdaq:SCNT - news).

In addition to the recent announcement of \$20 million in second-round financing, Obongo is the recipient of

numerous industry honors. The company was selected as one of 20 "Hot Technology" companies at the Red Herring NDA conference, and as a finalist in the Global Information Infrastructure (GII) Awards.

Obongo uses high-powered servers from Sun Microsystems (Nasdaq:SUNW - news) and databases from Oracle. In addition, Obongo uses a state-of-the-art customer response system from Kana Communications (Nasdaq:KANA - news).

### **Phoenix "Safe Harbor" Statement**

The statements in this news release relating to matters that are not historical are forward-looking statements. Actual results could differ materially from these forward-looking statements. Readers are referred to the documents filed by Phoenix Technologies with the Securities and Exchange Commission, including its most recent filings on 10-Q, filed Feb. 14, 2000, and form 10-K, filed Dec. 22, 1999, which identify important risk factors.

Note to Editors: Phoenix Technologies, PhoenixNet and Internet Launch System (ILS) are trademarks and Phoenix is a registered trademark of Phoenix Technologies. All other trademarks are the property of their respective owners.

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## Press Releases

### obongo's Latest Version Speeds into the Future of the Internet

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Personalized Companion Toolbar Leads Consumers Through Faster, Easier E-Commerce Path

Redwood City, Calif., (June 22, 2000) -- Obongo, Inc., creators of the personalized companion toolbar for Web users, announced today it has released its latest version of the innovative web tool. The new obongo bar provides a comprehensive and intuitive toolset to make the Internet work the way it was intended.

The obongo bar is a toolbar, which after downloading from the Web, appears at the bottom of a traditional Web browser. Using it saves time and makes surfing and shopping on the Internet an easier experience by remembering passwords for any number of sites and offering one-click technology for form filling with address and credit card numbers. The obongo bar is designed to be extremely secure -- using multi-layer encryption to keep a Web surfer's information completely private.

With just a click of the latest version obongo bar, users can access options including:

- One click login access to Favorite Sites (with an automatic username / password saving function)
- Form filling and instant registration (handles profile, shipping & billing information)
- Selection of privacy options (to warn you when giving data to sites with questionable policies)
- Email management (you choose which sites are allowed to send you mail)
- Comprehensive search tools (stocks, shops, auctions & traditional search engines)
- Price comparisons (instantly finds lowest prices across hundreds of stores)
- Product reviews (consumer reviews of most popular products)
- Merchant reviews (consumer ratings of most popular merchants)

### obongo's Latest Version

"A recent report by Forrester Research on e-commerce

predicts that U.S. online sales will jump from \$490 billion in 1999, to \$3-1/2 *trillion* by 2004," said John Hunt, CEO of Obongo, Inc. "Unfortunately, consumers are discovering the allure of the digital marketplace dramatically reduced by the pain of finding and purchasing online. eCommerce is still where medicine was when we were putting leaches on people. The new obongo bar helps make the whole experience easier, faster and more pleasant."

Among the many painkillers that the obongo bar provides, is a comparison shopping feature — a key element in helping a shopper get the best possible deal from the multitudes of online retailers available. Once a particular product has been chosen, a shopper can compare prices from hundreds of other retailers by just clicking on their obongo bar. When a shopper is ready to make an online purchase, the appropriate blank fields are automatically filled in, so there's no need to retype the same information over and over.

The obongo bar also harnesses the most popular search engines on the Internet. After typing a search term in the toolbar just once users can check results at all the major services such as Yahoo and Alta Vista in one place. Finally, since obongo is accessible across the Internet users can put their favorites, preferences and profile to work for them from any computer, anytime, anywhere.

For more information or to download the obongo bar visit their site at [www.obongo.com](http://www.obongo.com).

### **About Obongo, Inc.**

Obongo, Inc. is a pre-IPO company, headquartered in Redwood City, California (Silicon Valley) with offices in New York, London, and Bombay. Since launching its first product, the obongo bar for the PC in March 2000, Obongo, Inc. has already created a global presence with a fast growing customer base in over 30 countries. The obongo bar recently received ZDNet's highest 5-star rating. Future versions of the product will provide the current features and others from cell phones, PDA's and other Internet access devices. Obongo's technology team comes from Microsoft, Symantec, WebEx, LSI Logic, Sun and Oracle while the commercial team comes from PWC, CSFB, Procter & Gamble, Palm, Monitor and McKinsey.

The company operates as an ASP (Application Service Provider). It provides a turnkey hosted service to partners such as financial and telecoms companies to strengthen their relationships with their customers by providing them with obongo services under their own brand.

Obongo, Inc. is backed by Sequoia Capital, Atlas Venture, Merrill Lynch and VeriSign. Sequoia were the original backers of Apple Computer [NASDAQ: AAPL], Oracle

[NASDAQ: ORCL], Cisco Systems [NASDAQ: CSCO], Yahoo! [NASDAQ: YHOO], MP3 [NASDAQ: MPPP], WebVan [NASDAQ: WBVN], LSI Logic [NASDAQ: LSI], Linear Technology [NASDAQ: LLTC] and Scient [NASDAQ: SCNT].

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## Press Releases

### CYBER BUYING WITH THE GREATEST OF EASE

#### Luke Skywalker (Mark Hamill) Hosts Special Report

July 17, 2000 - Boca Raton, FL - -- Mark Hamill, star of Star Wars, hosts another upcoming episode of the ".com" series, scheduled to air as paid programming on CNBC, Saturday July 29th at Noon Eastern Time. Now in its fifth season, ".com" explores the latest technological innovations and the rapidly evolving Internet landscape.

The program includes a special report entitled, Simplifying the Cyber-Shopping Experience, which provides timely news and insight about eliminating frustration when shopping on-line- announced Jim Wilhelm, Co-Executive Producer of the series.

Many online shoppers are discovering that this new digital marketplace is more of a hassle than a convenience. Now there is an answer to make the best of your cyber-shopping experience; obongo. Shoppers simply log on to obongo.com to download the toolbar that provides instant access to your favorite sites, remembers your passwords, fills forms, conducts searches and finds the best prices with one click. The end result is that online shopping can become even faster and easier than ever before. After all isn't that why we shop online in the first place?

"Using obongo means you don't have to be an expert, precise typist to be an expert on-line shopper," said Ron Godfrey, Executive Producer of the series. "Now, tedious forms are filled and the best prices on-line are found with the click of a button."

In addition to national broadcast on ".com," the special report will be reformatted and distributed via satellite as a Video News Release to over 750 domestic television stations. Like all of TVI's productions, the story is available for viewing on the Internet.

The ".com" viewer site, [www.tvi.net](http://www.tvi.net), allows visitors to watch Simplifying the Cyber-Shopping Experience and other stories in their entirety, on-demand and in full motion video, after the program has aired. From the site, visitors access information through links to many outstanding educational resources on the Web.

Hamill regularly anchors the ".com" series, which is produced and paid for by TV Interactive, a highly acclaimed independent producer of original programming and a pioneer in Web broadcasting. Based in Boca Raton, Florida, TV Interactive's other productions include; "Healthy Solutions" with Emmy-winner, Mariette Hartley, "Women in Charge" with Nancy Glass, and "First Priority" with Hunter Tylo.

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## Press Releases

### Citibank Taps Obongo to Provide "Single-Click" E-Commerce Experience

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First Financial Services Company to Offer Faster, Easier  
Service through Obongo's Innovative Personalized Toolbar

NEW YORK -- August 22, 2000 - Citibank today introduced a new, free downloadable toolbar that will make it easier and faster to surf and shop the Internet by providing single-click login, registration, form filling, searching and comparison shopping. It also allows the user to filter or forward e-mail. The toolbar, powered by Obongo, is server-based so, unlike passwords and favorite sites stored on a local PC, a user of the Citibank Toolbar can access his or her personal toolbar from any computer with Internet access. It is designed to be extremely secure, using multi-layer encryption to keep a Web surfer's information protected.

"The Internet is a tremendous resource for consumers," said Steven J. Freiberg, President and CEO of Citi Cards in North America, "but it needs to be more consumer friendly for them to take full advantage of it. They want to be able to conduct their online shopping and other activities in a fast, easy, and secure manner and the new Citibank Toolbar provides a tool to do just that. It's an innovative step closer to maximizing the potential of the Internet."

This is the latest in a series of recent announcements which demonstrates Citigroup's commitment to providing a comprehensive suite of online consumer financial products and services, accessible anywhere, on any device, at any time, in a secure and private manner, as well as Citigroup's intent to become a major player in facilitating on-line consumer payments.

After taking less than a minute to download, the Citibank Toolbar appears at the bottom of the user's Web browser. The toolbar then allows the user unprecedented control over his or her Internet experience, including the ability to access the toolbar from anywhere there is an Internet connection. Additionally, the toolbar can reflect personal preferences and priorities through a variety of set-up options that allow for "customization", including:

- single-click login and access to your favorite sites
- single-click form filling and registration (includes

- profile with shipping and billing information)
- comparison shopping for product prices across thousands of merchants
- consumer reviews of the most popular products
- ratings of the most popular merchants
- optional advisories on sites' privacy policies
- e-mail management that allows the user to filter and forward messages
- tools for getting stock quotes, searching the Web, retailers, as well as other traditional search engines

The Citibank Toolbar will also include special functions to allow easy access to Citigroup and Citibank financial products and services.

"We are delighted that the largest financial services company in the world has chosen our technology to enhance their customers' e-commerce experience," said John Hunt, CEO of Obongo Inc. "We expect scores of other financial institutions to follow Citibank's lead in providing millions of customers with Obongo's platform and thus an unsurpassed ability to get what they want quickly and easily at the best possible price".

A recent report by Forrester Research on e-commerce predicts that U.S. online sales will jump from \$490 billion in 1999 to \$3.2 trillion by 2004. "Consumers are migrating to the Internet, and we've been there to serve them with the latest advances in technology," added Antony Jenkins, chief operating officer, Citigroup's Internet payment services. "It has always been important to us to provide our customers privacy, safety and value when shopping online. Our new Citibank Toolbar takes this promise one step further by providing faster and easier access - not only as it relates to shopping - but to other online products and services as well."

Consumers can download the free Citibank Toolbar by visiting [www.citibanktoolbar.com](http://www.citibanktoolbar.com). It supports Netscape 4.06+, Internet Explorer 4.0+ and AOL 4.0 and 5.0.

Citibank is a member of Citigroup, a premier financial services company providing some 100 million consumers, corporations, governments and institutions in 100 countries with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, insurance, securities brokerage and asset management. The 1998 merger of Citicorp and Travelers Group brought together such brand names as Citibank, Travelers, Salomon Smith Barney, CitiFinancial, and Primerica under Citigroup's trademark red umbrella. Additional information may be found at [www.citigroup.com](http://www.citigroup.com).

Obongo, Inc. is a pre-IPO company headquartered in Redwood City, California (Silicon Valley) with offices in New York, London and Bombay. Since launching its first product, the Obongo bar for the PC in March 2000, Obongo Inc. has

already created a global presence with a fast-growing customer base in 161 countries. The Obongo bar recently received ZDNet's highest five-star rating. Future versions of the product will provide the current features, and others from cell phones, PDAs and other Internet access devices. Obongo's technology team comes from Microsoft, Symantec, WebEx, LSI Logic, Sun and Oracle, while the commercial team comes from PWC, CSFB, Procter & Gamble, Palm, Monitor and McKinsey. The company operates an ASP (application service provider). It provides a turnkey hosted service to partners such as financial and telecom companies to strengthen their relationships with their customers by providing them with Obongo services under their own brand. Additional information is available at [www.obongo.com](http://www.obongo.com).

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## The ob ng Team

The executive team behind obongo includes some of the brightest and most successful people in the industry. Our team is comprised of individuals from companies like Microsoft, Oracle, PeopleSoft, Credit Suisse First Boston, Procter & Gamble, Netscape, and Sun Microsystems.

### John Hunt, Co-founder and CEO:

Prior to co-founding obongo, John was the founder and CEO of a leading European Internet consulting firm, Syzygy. Before his entrepreneurial career, John was the youngest Marketing Director at Kraft General Foods and was the first European Brand Manager at Procter & Gamble.

John was inspired to create obongo after years of frustration caused by his frequent inability to gain access to accounts, personal information and Web sites when using different computers on the road and in the office. In an effort to alleviate his frustrations and those of all Internet users, John conceived the obongo solution.

Regarded for his visionary ideas, John has written for Wired Magazine and has presented at industry conferences throughout the world. He is founder of the Digital Future Lecture Series at the Royal College of Art, and is a fellow of the Royal Society of Arts. John holds a B.A. in Economics with honors from London University.

### Soraya Bittencourt, Vice President of Engineering:

Soraya brings to obongo more than 18 years of leadership in the software field. Soraya is a former Microsoft executive and creator of Microsoft Expedia. Prior to Microsoft, Soraya worked at Lotus Development where she was responsible for the multimedia CD-ROM versions of ScreenCAM, 1-2-3, Notes, AmiPro and FreeLance.

Soraya was responsible for launching the first telecommunications satellite in Latin America and has won multiple awards for her expertise in user interface design, including Comdex's 1999 MVP AWARD.

Soraya holds a M.S. in Telecommunication and Computer Science from Universidade Gama Filho, a B.S. in Electrical Engineering from CFET Rio de Janeiro, Brazil, and extension courses at M.I.T. in Cambridge, Massachusetts.

### Oswald D'sa, Vice President of Technical Operations:

Oswald was most recently the Director of Information Management at Symantec Corporation where he managed the operations group. He was responsible for administering the systems, databases, and web servers for corporate systems such as Oracle Financials, PeopleSoft, and other information services for internal and external customers.

With Symantec, Oswald was a key player in the planning of the infrastructure for transaction processing, customer support, technical support, and most recently, e-commerce infrastructure planning and execution. Oswald has over 14 years of industry experience and is the author of many published technical articles and papers. Oswald holds a B.S. in Electronics and Communication Engineering from Manipal Institute of Technology, India.

**Ben Gladstone, Co-founder and Vice President of Special Projects:**

Prior to co-founding obongo, Ben was a Director and co-founder of Conosco Communications, a company that advised large corporations on online strategy and stockholder communications. Ben also created EmuNet, the primary independent online forum on Europe's monetary union.

Prior to his online endeavors, Ben qualified as a chartered accountant and was a manager at Coopers & Lybrand where he specialized in Mergers & Acquisitions and Corporate Turnaround.

He is a member of the Centre for Tomorrow's Company working party and holds a M.S. in Philosophy from Cambridge University.

**Adam Gold, Co-founder and Vice President of Finance:**

Prior to co-founding obongo, Adam co-founded First Tuesday, Europe's leading Internet networking forum. Adam was previously Commercial Director of Legion Crowd Dynamics, an innovative scientific development company pioneering the application of complexity theory to crowd behavior and movement.

Adam spent six years as an investment banker with Credit Suisse First Boston specializing in mergers and acquisitions. Adam holds a M.A. in History with honors from Cambridge University.

**David Lee, Vice President of Product Marketing:**

David was most recently Director of Marketing at Palm, Inc. where he oversaw brand management, channel marketing, strategic marketing alliances and primary market research.

He and his team led the development and implementation of all brand marketing efforts for this market leading, handheld computer and platform.

David's marketing background includes over 17 years of brand and product marketing experience with strong, leadership companies. This includes brand management tenures at grocery product leaders Procter & Gamble and Quaker Oats as well as senior advertising and marketing management roles for Levi Strauss & Co. He holds a BA from the University of California at Berkeley and an MBA from the University of Michigan at Ann Arbor.

#### **Samir Palnitkar, Co-founder and Vice President of Business Operations:**

Samir, a co-founder of obongo, held key positions at Sun Microsystems and Hitachi before starting I2P, a multi-million dollar high-tech consulting and design firm.

Samir has three Internet related patents-pending, and an authoritative book on the programming language Verilog HDL. Samir holds a B.Tech in Electrical Engineering from the Indian Institute of Technology, Kanpur, a M.S. in Electrical Engineering from the University of Washington, and a M.B.A. from San Jose State University.

#### **Jai Rawat, Co-founder and Chief Technology Officer:**

Prior to co-founding obongo, Jai held key positions at TIBCO and LSI Logic. At TIBCO, Jai helped architect the company's flagship EAI solution. As a senior member of the IT group at LSI Logic, Jai led the development and deployment of digital certification solutions for secure intranet communications.

Jai was awarded the 1999 Silicon India Leadership Award for Excellence and Promise in Business and Technology and has five Internet and e-commerce patents-pending.

Jai holds a B.Tech in Computer Science from the Indian Institute of Technology, Kanpur, and a M.S. in Computer Science from Iowa State University.

#### **Anthony Riggio, Director, Business Development**

Anthony joins obongo from Monitor Company Europe, a leading strategic consulting company where he advised several multinational clients within the e-banking and travel industries throughout the European market. In addition, Anthony has advised several venture capitalists in both the Swedish and UK markets and sits on the board of an e-commerce Internet start-up. Anthony was also responsible for devising the business plan for a start-up in Israel that was later sold to a leading US computer OEM.



Prior to Monitor, Anthony worked for Coopers & Lybrand New York in their Financial Advisory Group as one of their first M&A associates. Anthony holds an MBA from the University of Michigan in Corporate Strategy and Finance and from the Stockholm School of Economics in Finance.

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## Investors

obongo is backed by a 'dream team' of financial and strategic investors.

1st round institutional funding came from Sequoia Capital, one of Silicon Valley's oldest and most successful venture capital firms.

Founded in 1972, Sequoia has invested in more than 350 early-stage technology companies, including such firms as Apple, Cisco, Electronic Arts, Oracle, and 3Com. Sequoia has been particularly active in the Internet space, where it has funded some of the nation's leading Internet companies, including Yahoo, LinkExchange (acquired by Microsoft), AtWeb (acquired by Netscape). Sequoia Capital also increased their equity stake with an investment in our 2nd round.

2nd round funding brought us the additional support of Atlas Venture, Merrill Lynch and Verisign.

Atlas Venture is the leading international, early-stage venture capital firm investing in Internet infrastructure, communications and life sciences. With offices in Amsterdam, Boston, London, Menlo Park, Munich and Paris, Atlas Venture's investments are split evenly between the United States and Europe. Founded in 1980, Atlas manages more than \$1.66 billion, and its most recent fund, formed in 1999, has committed capital of \$750 million. The Atlas Venture investment team comprises seasoned operating executives and career venture capitalists who have been deeply involved in the formation and development of over 250 companies worldwide.

Merrill Lynch is one of the world's leading financial management and advisory companies with offices in 43 countries and total client assets exceeding \$1.5 trillion. The firm is the top global underwriter and market maker of debt and equity securities and a leading strategic advisor to corporations, governments, institutions, and individuals worldwide. Through Merrill Lynch Asset Management and Mercury Asset Management, wholly owned subsidiaries, the company is one of the world's largest managers of financial assets.

VeriSign's investment in obongo validates our efforts to provide the utmost in privacy and security for its users. Verisign is the leading provider of Internet trust services, including authentication, validation and payment-needed by Web sites, enterprises and e-commerce service providers to

conduct trusted and secure electronic commerce and communications over IP networks. VeriSign's trust services for Web sites, developers and individuals are available through [www.verisign.com](http://www.verisign.com) and through a growing number of ISPs and Web hosting companies. The company's digital certificate services for enterprises and electronic commerce service providers are available through regional account representatives, resellers, and global affiliates.

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## Partners

### Build Customer Loyalty

Partners from ZDNet to Merrill Lynch license obongo's personalization technology to create deeper, more profitable relationships with their customers.

By offering your users a co-branded obongo bar, you will:

- Create an ongoing relationship with your customers
- Increase revenues from your existing users
- Drive repeat visits to your Web site
- Provide a valuable, unique service to your customers

### Complete, Managed Service

Best of all, we create your co-branded bar quickly with minimal engineering efforts required from your team. We also host and manage the entire service for you.

### Maximize Your Customer Relationships Now...

To learn more about co-branded partnership opportunities, please submit a [partner inquiry](#), or contact [cobrand@obongo.com](mailto:cobrand@obongo.com).

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